

## Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 05297 050919Z

17

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W  
----- 014769

R 050845Z AUG 76  
FM AMEMBASSY TAIPEI  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 0611

UNCLAS TAIPEI 5297

PASS OIM/EA

E.O. 11652: N/A  
TAGS: BEXP, TW  
SUBJECT: TAH SHING IN-STORE PROMOTION

REF : USDOC 13164

1. SUMMARY OF SIX MONTH FOLLOW-UP REPORT OF PRESIDENT DEPARTMENT STORE IN-STORE PROMOTION INDICATE THAT U.S. CONSUMER GOODS WELL RECEIVED BY LOCAL CHINESE POPULATION. SALES FOR THE SIX MONTH PERIOD TOTALED US\$207,726 WITH RE-ORDERS AMOUNTING TO AN ADDITIONAL US\$68,511. PRODUCTS SELLING PARTICULARLY WELL WERE SHEETS AND PILLOWCASES, HOUSEWARES, TOWELS, FURNITURE AND ELECTRIC APPLIANCE. PRESIDENT DEPARTMENT STORE PLANS TO CONTINUE ITS EFFORTS IN PROMOTING U.S. CONSUMER PRODUCTS, ESPECIALLY IN LIGHT OF FACT ITS MAJOR COMPETITOR IN THE KAOHSIUNG AREA IS ALSO PROMOTING U.S. PRODUCTS. IN FACT, STORE'S AMERICAN ADVISOR, A FORMER SEARS ROEBUCK EXECUTIVE, HAS ASSISTED STORE RECENTLY IN IDENTIFYING ADDITIONAL BUYERS' REP IN U.S. AND OTHER SOURCES OF SUPPLIES. THIS SHOULD LEAD TO ADDITIONAL ORDERS OF U.S. PRODUCTS.

2. COPY OF THE ONE-MONTH PROGRESS REPORT WAS SUBMITTED

VIA TAIPEI A-243 ON DEC 11, 1975 TOGETHER WITH POST'S EVALUATION OF IN-STORE PROMOTION. THAT PARTICULAR UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TAIPEI 05297 050919Z

REPORT, WHICH INCLUDED ALL RELEVANT DOCUMENTS REQUIRED

UNDER ARTICLE 2, SECTION B OF THE CONTRACT, WAS THE ONLY COPY AND NEITHER STORE NOR POST HAS AN EXTRA COPY. MARGARET KELLEHER, MRO AT TC RECALLS SEEING THIS SUBMISSION AND SUGGESTS THAT A COPY MIGHT HAVE BEEN FILED IN OIM/EA UNDER SUBJECT.

3. COPY OF SIX MONTH PROGRESS REPORT AIR-POUCHED AUG 6. UNGER

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 05 AUG 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976TAIPEI05297  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D760301-1137  
**From:** TAIPEI  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1976/newtext/t19760882/aaaacugw.tel  
**Line Count:** 69  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** ShawDG  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 27 FEB 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <27 FEB 2004 by ReddocGW>; APPROVED <27 JAN 2005 by ShawDG>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** TAH SHING IN-STORE PROMOTION  
**TAGS:** BEXP, TW  
**To:** COM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006